

STIB-HXE

Introduce me, Ams

Lite Cigarettes Questions

Tell me about yourself.

Your smoking history.

Tell me about the cigarette you smoke.

How long have you been smoking?

How many packs a day do you smoke?

Do you enjoy smoking?

Have you tried to quit? How many times? How recently? Did it work? Why?

Do you feel like you have less need to quit because you're smoking lite cigarettes?

What brand do you smoke primarily?

Why did you settle on that brand? What do you like and dislike about it?

Do you like the taste of your cigarettes? Do you think you like the taste more or less than the taste of a regular cigarette of the same brand? Did you always feel this way?

Why did you start smoking lite cigarettes? Are these the same reasons you smoke them now?

How did your decision process work? (Did you first decide to smoke lite cigarettes, and then settle on a brand, or what?)

How are the regular cigarettes of your brand different in image? How do the people differ who smoke each type?

How do lite cigarettes work? Do you know how to block the vents? What would this do? Do you ever do it? How? Can you show me how you hold the cigarette, and how you inhale?

Do you smoke lite cigarettes differently than you would regular cigarettes? (e.g., puff hard) Do you know how much tar and nicotine (T&N) is in each pack of your cigarettes? (No peeking) (Once he or she says, then look)

What do the T&N figures on a cigarette pack mean?

What does low T&N refer to? (The content? The filtering system? How much you actually ingest?)

How does the amount of T&N relate to taste? To the healthiness of the cigarette?

If the cigarette pack says X mg of T&N, how many mg of T&N will you ingest as you smoke each cigarette? How does that work?

Are any cigarettes "safe?"

Are lite cigarettes healthier for you than regulars? Why?

Do you think cigarette companies say that in their ads?

How much do you pay for a pack now?

more or
If you could buy lite cigarettes that were just as dangerous as regular cigarettes, how much less would you pay for them than lite cigarettes that are actually safer? (work on wording of question with respondent)



HAUSER 039

MODFF4190

*tell me about the
as you smoke.*

Lite Cigarettes Questions

Indep

How long have you been smoking?
How many packs a day do you smoke?
Why did you start smoking lite cigarettes? Are these the same reasons you smoke them now?
How did your decision process work? (Did you first decide to smoke lite cigarettes, and then settle on a brand, or what?)
Do you enjoy smoking?
Have you tried to quit? How many times? How recently? Did it work? Why?
Do you feel like you have less need to quit because you're smoking lite cigarettes?

What brand do you smoke primarily?
Why did you settle on that brand? What do you like and dislike about it?

Do you like the taste of your cigarettes? Do you think you like the taste more or less than the taste of a regular cigarette of the same brand? Did you always feel this way?

How do lite cigarettes work? Do you know how to block the vents? What would this do? Do you ever do it? How? Can you show me how you hold the cigarette, and how you inhale?

Do you smoke lite cigarettes differently than you would regular cigarettes? (e.g., puff hard)
Do you know how much tar and nicotine (T&N) is in each pack of your cigarettes? (No peeking) (Once he or she says, then look)

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Are any cigarettes "safe?"
Are lite cigarettes healthier for you than regulars? Why?
Do you think cigarette companies say that in their ads?

*L 7
5
30
R 5*

How much do you pay for a pack now?

If you could buy lite cigarettes that were just as dangerous as regular cigarettes, how much less would you pay for them than lite cigarettes that are actually safer? (work on wording of question with respondent)

MAJOR (LITE VS REG)

- PACK
- TASTE
- SAFETY(?)
- PRICE
- BRAND

Be careful about
"choice" - people will
"try" anything

Cig Quals

Bert 3/8/05

also and
have
2 in a pack

Been smoking since the 40's. 54/pack overseas.

Now \$4.50 - \$5.00 20 cigs in a pack today.

1/2 a pack a day. Enjoys smoking - it's relaxing.
Likes a cigarette after a meal. Hard to smoke in
public. Causes him to smoke less.

Smoked Parliaments - and the brand changed to be
all lights. He smoked the 100's. No taste difference,
no difference in smoking. He didn't even notice
at first. He was okay with that.

If he had to switch, he'd smoke another 100 - would
look ~~for~~ around.

Doesn't know what "lite" means. Reg - stronger
taste or tobacco?

He doesn't know how much T&N, and
it doesn't say.

Hard Box, Lites, 100's, recessed filter

Tar & Nic says, are derivatives of tobacco;
not good for you; tar discolors teeth,

Lite healthier? They say that, but he doesn't
think it works. The burning tobacco is gonna
be there each way.

Ultra-lite \Rightarrow less flavor, and he doubts the T&N is
really lower. If taste were same, he'd

go with ultra-lights, ~~if~~ if they really are safer

He thinks cancer is dependent on genes. As long

as you eat a varied, balanced diet, you're OK
and cigarettes may have no effect.

Mfr is trying to tell you Lower T&N =
less toxicity

& ultra = \$5 \Rightarrow Lite = \$5 - he's 78, he's
too old to worry about it. If he
were 18, then he might. If he were
18, well, same answer. Young people
are indifferent to price.

John 8:30

57, cut open 4 years ago - aorta blocked
from smoking. Couldn't walk. Stopped in
hospital, but "just one puff". You have to
want to quit.

When young, smoked non-filtered - 2 packs/day.
Now down to 11/day. He doesn't like cigarette
tax-regressive.

He enjoys smoking. Quit for a year, got fat.
Smokes Marlboro lites. Switched from Marl reg
Not hurting himself so bad. Denial.
Taste is milder - not as harsh on your throat -
prefers lite to reg. taste. Didn't like other
lites.

Lites = less T&N = milder.
Doesn't know the T&N in Marl lites.

Cig Quals 3/9/05 z.

John cont.

Box doesn't say how much T&N.

Lite = a psychological thing - only hurting yourself half as much - "on the road to quitting." Cig companies don't say - they don't adv. much.

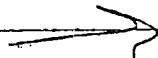
~~He knows there's~~ He thinks they're half as bad but deep down, he knows there's no difference. It's all a mind thing. It's just a label. It's all marketing.

Price choice - same price. He likes what he has now. He's used to it. The part on health is just part of addiction denial. There's a lot of psychology here. It's just a cigarette.

If the taste were the same? "It wouldn't be."

"Really lite" is so unbelievable. And not enough nicotine.

Taste is really connected to T&N.



Chris 10:30

Started at 18 with first drink, smoked ever since. Marl. Reds ^(strong) Newports (menthol - even stronger) ~~em~~ (a girlfriend smoked 'em, he tried 'em and like the taste - menthol at first - and strong) \Rightarrow coughed up blood \Rightarrow quit for six months, felt better, and yet started again with Winston Lights 'cause he didn't want to get hurt again.

Life = less harsh - don't feel like you'll cough when you inhale. Less nicotine, too ^{know} ^{cause} gets a head rush from Marl. Reds now. Same level of health as others - it's "still a cigarette".

What makes a lite cig. different? He whipped out camel lites - a longer filter, no vents, but you suck on it harder. Has a hard box, protects the cigs. Soft pack more comfortable in shirt pocket.

T&N: a lite cig has less nicotine - he can tell. Doesn't know about ~~the~~ tar. May be a plant diff, or a longer filter.

Doesn't smoke the cigarette - too harsh at end, it melts the filter, "more shit goes through".

less nicotine \Rightarrow no health effects

Cig Quals 3/9/05 3¹.

Chris can't

The harshness that makes your throat bleed also correlates to cancer, etc, so like cigs really are healthier - maybe a couple extra years. Not twice as safe or anything.

It's more the comfort, the taste, relax, feel of a cig in your hand & mouth.

Cig cos don't say lites are healthier, and he knows they're unhealthy anyway, you're killing yourself no matter what's in 'em.

Given our choice, he'd pick the cheaper one, given the same flavor. The lower T&N does nothing for you.

He smokes camel lites at \$4.90 a pack, rather than camel red lites, which are weaker, at \$5.90. It's the money.

He doesn't really relate taste to T&N - he thought it was the way the tobacco was grown.
Bottom line: reg cigs are harsh

TOM 11:30

~~3/4~~ ^{3/4 pack} _{2 day} Started as a teen in the '60's, a "cool" thing to do. Lots of brands, Pall Mall Gold, Benson & Hedges when he couldn't find PMG. Has tried to quit smoking as much as any person on earth. He tried a Life cig because lower N would help him quit. ~~It~~ didn't. He likes to smoke, he enjoys it, it's something to do. The first Life brand? Doesn't know. He tried to find one that tasted good, settled on Marl. Lites because they taste good. He tastes regular cigarettes sometimes - a stronger taste. Doesn't know which he prefers, really, in terms of taste. It depends - sometimes yes, sometimes no. Variety seeking, kind of. Like different flavors of coffee.

He's used to Marl. Lites, which helps. An acquired taste, like beer. Non-alcoholic beer Story - O'Doul's amber.

Why is life lite? Little holes in filter mix in air.

T&N? Less, because of the air; but, people smoke more to get the same nicotine hit.

His wife hates cig. smoke. Had to quit due to migranes.

T&N's health implications: look at the filter, The rest got in your lungs. \exists formaldehyde, etc.

Cig Quals 3/9/05 4

Tom cont.

So low T&N - probably doesn't do a whole lot. There's no such thing as a safe cigarette. Lites are 75-80% as dangerous.

He's never looked for T&N figures on the pack. You can taste the diff - not as strong, less of a nicotine hit.

T&N vs. taste - never thought about it. But a Light cig. has a less strong taste.

He thinks in terms of "Lite". T&N levels are under the radar.

He thinks absolutely (from the 60's and 70's) the cigarette ads said, low T&N cigarettes are much better for you. ~~He~~ He doesn't believe it, though - most advertizers will tell you anything they can to sway you without technically lying. Cig makers were lying then, and couldn't get away with it now.

Choosing Lites didn't make him feel better - less nicotine was supposed to help him quit. It didn't work. →

If he got our question, he'd want to try it. If it tasted worse, forget it. Nicotine level, too - you can tell if you're not getting it.

He won't buy generics - he doesn't like the taste. It's pretty inelastic - it's all about taste. And he doesn't believe in the health benefits.

Even if we say it's true, he won't believe it. ~~It becomes~~ ludicrous for a cig mfr to make any sort of health benefits.

He might be able to suspend disbelief about taste - although in reality he'd have to try it.

If we got beyond the taste thing, and the health benefits are real, - oops - he can't suspend his disbelief on the health benefits.

You smoke a particular cigarette because you like the taste of it. It doesn't feel ripped off. If someone could prove it had a health benefit and he liked the taste, he might pay a premium for it.

Cig Quads 3/9/05 5.

Hein 3: been smoking 10 yrs - started at age 25 - hung w/ smokers Marl. reds, $\frac{3}{4}$ l/day \Rightarrow more, esp if socializing. About 5 yrs ago, he ~~spoke~~ smoked Marl. Mediums and then switched to lights. Marl. lights less harshness. Less Tar, maybe more refreshing than reg, Less Nicotine.

Less T&N - a little better for him - less of the evil. Health motivated him to switch to lights. And he's cut back to $\frac{1}{2}$ a pack a day.

He tried to quit a few yrs after starting. He liked not smoking, but wasn't "ready" to quit. He's not quite ready, but more ready to quit. What would do it? He's divorced, which didn't help.

If Lites tasted worse, he wouldn't smoke 'em - it's bad, so you might as well enjoy it.

What makes it a Lite? It doesn't know. The tobacco, maybe, but he doesn't.

He thinks they have less T&N. A danger level about 75% of regular. Taste - a light taste, he likes it, easier on

your throat. So ceteris paribus, he'd smoke
lives instead of regt due taste; nicotine is
the same.

He might pay a premium. He could
work with the safer. and the
"you tried it, and it tastes the same"
was convincing. He believes it
could be done.

The argument of you wouldn't
really want to pay as much.
maybe the... well, it could happen

If taste is a 10 in importance, health
about 8 or 9, ... ~~except it's not worth~~
~~paying for~~ well, it is if it were real.

Cog Quals 3/9/056

Jennifer. Started at age 12 or 13.

Full
1 pack
ther-
3 cigs.
social
moke

Just to be with the crowd. Now it's an embarrassment. Always smoked Life cigs - Marl Lights or Parl. It was easier to inhale when starting out. ML & Parl are pretty darned interchangeable. Health wasn't a consideration when she started.

Reg. cigs (Marl) - you can feel it more - not a good feeling - makes her throat feel icky. And it's heavier - it makes her feel guiltier - more obvious to her she's screwing up her lungs.

She quit when pregnant \Rightarrow when had her first cocktail, back she went.

Doesn't really enjoy smoking - it's an icky habit, but good with drinks. She'd like to quit. Has cut back. And she toasts old ones - MLs get harsher when they get stale.

A Life cigarette = feels lighter when you inhale, Has to do with the filter. Maybe it's longer or denser. Lighter filter when done with it.

She believes they have lower T&N, but hasn't looked. She knows they're

horrible for you, ones as bad as the other.

Lower T&N - doesn't even look at the box, when study it - she knows it's bad.

Doesn't know what T&N are - just they makes your lungs black, discolors.

a lite cig is 80% as dangerous as Reg.

Life Not an excuse for quitting; but cutting back.

She would, when she has the money, shed pay a premium. But often she doesn't have the money.

Even if Lifes are as unhealthy as regs, she wants the Life - Taste, feel are better "lighter"

Lowder 3/9/05 7.

Started smoking since HS - everybody was doing it, wanted to be "cool". Her cousin smoke Parliaments - she liked how light the taste was, and was hooked. ~~Now she~~

Smokes \approx 1/4 pack a day. An evening smoker - it's like a relaxation thing, not people or drink-related.

But she doesn't like the smell, etc. and is not tempted at all during the day.

She's tried to quit - when married for 5 yrs - snuck her way the 1st yr. but then quit.

Then she thought "what am I gaining?" and stopped. Doesn't need to quit but could if she wants. Stress makes her smoke, it relaxes her.

After Parl she went to Kools - very strong. Her boyfriend smoked 'em. Then needed something lighter. Another friend smoked Newport Lights, and so now she smokes those.

Lites don't make her cough. And less buzz or headspin than Regs.

Doesn't know why Lites are lites.

T&N - "what the cigarette releases" - doesn't know how that varies b/w Lites & Regs.

Lites are more healthy because they're not as strong. Not clear why; just judges from taste. White filter lighter than gold filters. 50% as dangerous.

Mostly concerned about how the house smells

was saying a 4 or 5 pack a day T&N for half the price

Cigs - Pretests 3/25/05 1.

10:50 -

Stacey

- Need DK for smoking history questions.
- Brand list - people get confused - what about Carlton Menthol Lights vs. Carlton. 2.5 mg
- Conjoint is "Going to be fun".
- Price descriptions: She pays \$50 per ^{two} carton? in NH (10 packs)
- Pack type - "whatever the person gives me" - so should we let her indicate no preference/DK: "Tastes like a your brand of Light Cigarette" !!
- Health risk scale is fine. She knew they're all the same, so ~~they~~ ^{she} put in 100s. - she heard about it. And yet...
- Taste scale - she's not sure, since Carlton doesn't have a regular version, but she ended up managing - her husband smokes ~~Carlton~~ ^{more} reds
- Choice directions - "a lot of reading, you have to think about it" - but not impossible.
- Conjoint - a bit confusing, but she got it. She thought she needed another choice. ^{she pays attn only to price - nothing else matters}
- Put in the progress bar - she can't see the new choice exercise pop up. She got a bit scared by "HR > reg cigt" - a buck is serious money. 20% and 50% - that sounds fine. "50% is crazy" - as long as the HR is greater, even though she knows it's the same. "I'm not paying more - forget it." She thinks carefully about each choice.
- "Shelly's here" (just signed in)

"50% is a number that makes me say, 'I'm doin' it!'"
"Who said pack type matters?"

11:15 Demos - she paged down easily.
It would take her a bit longer at home -
"That was fun!"

Tom & Todd - Give Tom the URL

* Put in the progress bar!

Chris - 10:30

Bob -

Jenn - Pretest 3/28/05 1.

AMSC10

- * She smokes both lights & ultralights. Lights w/more and ultra-lights - to be better.

Health risks - "Am I supposed to be answering something here?"

She thinks the level of tar is the difference between light, reg & UL.

She'd smoke Marlboro Reds if she could. They're stronger.

She uses Hard Pack only - soft packs are a pain to get out, they crush, you get nicotine ~~out~~ all over your purse.

She pays \$50/pack of 10 here.

- * She's still wondering when she'll answer some questions!

Choices: "This is a hard choice! Oh, shit!" But she patters away and does well.

- * Where's the progress bar??

She won't pay more.

"At all made sense?"

Sponsoring - "Someone's trying to come out with figure out what's most important?"

~~But she's~~ Did I drive her to say what's most important? No.

Derrick 3/28/05

He's fast. He pays ~\$6/pack in the North End. Hard pack is very important to him.

Marlboro Reds = "Cowboy Kilbrs", he says.

He prefers taste of regular. He knows about the vent holes. He started with Marl. Mediums, then went on to lights.

The choices are a bit of work - but it's more the format than the # of choices.

* It'd be nice, he says, to have the hard packs in one color and the soft packs in another.

He says the focus of the survey is not really on the health risk - it's on taste & price.

He does a lot of trade-offs vs. EBA, so it's a little harder for him. But he did it.

Guessing the sponsor? A cigarette company. Maker of Marlboro - PM.

Purpose - how much taste is a driver more than cost (or pack type).

No demand artifacts, and he wouldn't do it anyway - it's anonymous.

L, UL - not as ~~much~~ safe as they want people to think - he knows about covering up the holes. but they're still safer.

Pretest

1. Pretest price ranges - are they realistic? Do they bracket the ranges that might be given? Try 50, 80% less
2. Do they understand the meaning of the price levels?
3. Check that risks of $UL \leq L \leq R$. see his pretest Q - more risky, as risky, or less risky?
4. Ask about reaction to T&N - do they get it, ~~do they get it~~ would it change their decisions? Do you assoc T&N with health risks?

1994-1998 right now.

⇒ call Todd & Tom about this.

c:\Prog Files\ sawtooth Software\SSIWeb
LocalWeb\htdocs

10:30 Joan

5. WHO IS SPONSORING? WHAT DO THEY WANT?

HH ≥ 18

Sex

48.3% Male

51.7% Female

Cigs - US DEMOS 3/25/05 1.

Light cigs ~10%

Age

13.0%

18-24

19.1%

25-34

18-34: 32.1%

21.6%

35-44

35-54: 39.6%

100%

18.0%

45-54

55+ : 28.3%

11.6%

55-64

16.7%

65+ Challenging

usehold

Income

55.7%

Under \$25K

29.3%

26.1

25-50K

0-50K 56.6%

27.4%

19.3 10.2

50-75K

50-100 29.3%

15.3%

10.7 3.8

75-100K

100+ 14.1%

11.0%

13.4 4.2

100K+

14.1%

Use HHLD 2

Marital

24.8%

Single (Never Married)

55.0%

Married (Spouse present)

3.6%

"

"

Absent

6.4%

Widowed

10.1%

Divorced

2PM - mtg.

Christine 3/29/05 1.

(*) How many years ago did you start smoking?
- use numbers instead of words for numbers
- add DK?

(**) The Better Taste scale was confusing. She thought it was the strength of the taste, not how much she likes it - she'd rather see her brand of light cigarette = 100

And reword it so it's more unambiguously about better taste, not strength of taste.

Who's the sponsor? Marlboro, because they say regular, light, & UL. Parliament just has L & UL. Newport has menthol. Marlboro fits best. They're doing it because UL sales are up and ~~they~~ they want to know why, and what would happen if they varied certain things.

Demand artifacts? Not at all. She assumed it had nothing to do with it. Plus cigarette opinions are pretty unambiguous you're not just making it up.

is
William
smokes MLs. Next 3/29/05
a pairing guy. Loves the hard pack. He's thinking hard about the tradeoffs. -- ~~they're making~~
He's making logical, consistent choices.
Not bad for \$50!

Guess PM is sponsor, and they want to

know % of people who are more health conscious vs others - will they pay for that, or for taste

Mike 3/29/05 12:50p

He says I did a very good job on it. An A+! Sponsor? Either a cigarette co. or a health care company. The former is more likely. They want to see if they should make more R, L, or UL cigarettes. If HC co, it would help them see what public smoking patterns are so they can tailor health care plans.

Demand artifacts? No. No leading or attempting to sway.

What makes a light cig light? Different poisons in tobacco.

Mary Ann 3/29 1:25

Sponsor? A cigarette co, wanting to see tradeoffs of HR, T, Price

Demand artifacts? No. She was honest.

Light = reg on TV commercials. From PM? She smokes L's because they might be a little bit better. Fool myself.

(*) Done

Sharon 3/29/05 1. 4:15

Taste scale - first Q should be REGULAR.

50% less should be 50% LESS in conjoint
Sponsor: Philip Morris, to find out info
for adv or marketing and positioning and
pricing.

Melissa #6 4:45

Likes ULs best! But is a Parliament smoker,
and they don't appear to have ULs.
It wasn't bad.

Sponsor? A Marlboro thing, because of
reds, lights, ULs - they want to
see what's most important to people.
Demand Artifacts.. No.

Greenfield: Mark & Jackie 3/29/05.

Getting the sample.

Paying people: don't pay unless they screen out is the usual policy. We'll go that way. The terminates link is different from the completion link.

Invite \Rightarrow our screener \Rightarrow smoking? \Rightarrow complete
 \Downarrow \Downarrow
terminates send greenfield
(different link) list of completed
IDs

Old normal way: we'd say we need 100 light smokers; we'd give 'em quota groups, and on we'd go. That's how it was priced originally.

Jackie - 100,001 \Rightarrow OK
- 100,001 \Rightarrow

Cigarette Smoker IDs
Recruited for AMS
 By National Field + Focus.

Time	First	Last	Phone1	Phone2	Rec	Sex	Age	Educ	Brand
11:30 AM	REDACTED				ka	f	21-34	SC	Newport Lights
12:00 PM					df	m	35-49	CG	Marlboro Lights
12:30 PM					ka	m	35-49	CG	Newport Lights
1:00 PM					df	m	50+	SC	Marlboro Lights
1:30 PM					ka	f	50+	CG	Marlboro Lights
2:00 PM					df	m	35-49	CG	Marlboro Lights
2:30 PM					ka	m	35-49	CG	Newport Lights

HAUSER 232

Cig Ints 5/18/05 2.
Cynthia 1:30pm.

MR Lights or American Spirit Lights.
Just wants variety, and ASL's cost more.
MRL = \$4.60, ASL = \$6.00. ASL's are
additive-free. Switches among brands,
but generally lights, sometimes reg.
Likes the taste of lights better; reg when
she wants an extra kick. T&N = naturally
occurring properties of tobacco. Nicotine = the
drug, a stimulant; Tar comes from the
leaves. Supposedly they vary by L, R,
etc. She can feel diff more in nicotine than
tar; or maybe not. T&N v. HR:
N has less to do with HR than tar ... it's
hard to say. Light cigs ~~to~~ have same
tobacco, diff filter. Maybe chemicals,
but probably the filter.
Was a hard-pack-only person until
the going got tough.

Karl 2:30
Newport lights. Grew up on Newports
but wanted something lighter, and other brands
didn't taste as good. Switched 20 yrs ago.
Likes taste of L's better, doesn't make you
hack. Back 20 yrs ago there was a fiberglass
rumor. T&N - Tar = the ingredient that binds
the cigarette, and the nicotine is the flavor -

and the addictive agent. T&N \propto HR.
The T&N buildup in lungs restricts blood vessels. Smokes $\leq \frac{1}{2}$ pack a day.
He's cut back dramatically. He would like to quit, but it's too hard. UL's - only when desperate. Suckin' wind.
Lights have the same T&N as reg. It's the filter. But still the same. It's a taste factor. Less harsh.

Answered the "HR" ~~ex~~ q. correctly. 100% 100.

* Taste - maybe have a "DK" option - if people haven't smoked other types, they may not know.
Taste doesn't hit him as much as HR.

* T&N scale
question:
should = none,
not "harmless"

Cig Ints 5/18/05

Leanna

REDACTED

1. Casual smoker, MRS. 1 or 2 cigs/day.
Likes menthol, low T&N. Her Newport
Menthols, which she says have low T&N -
"50%". Tar is bad, nicotine is the addictive.
Tar is the greater health risk. Reg cigs
give more T&N than light cigs. Different
filter, fillers. She likes the taste of lights
better than regs ^{and} ULs.
Tid OK. \$50.

Christopher

2. MR Lights recently; MRS before that.
Trying to get ready to quit. A staged
withdrawal; but read in Globe that lights
are a joke. But he's grown to like lights,
so on he goes...
He thinks there's less tar, same nicotine
in a light cig. How, *¿quien sabe?*
T&N & health risk. Same deal.
Likes taste of reg cigs better! (125)

Mark

REDACTED

3. Newport Lights; used to smoke Newports.
Trying to cut down, tried patches (didn't
work), would like to quit. T&N: Tar
is the ruin, N is the addictive aspect.
T&N = HR. Not clear why lights are light.
Might be filter. Has heard lights have same
T&N as regs. but it's a mental thing.

CONFIDENTIAL - SUBJECT PROTECTIVE ORDER IN SCHWAB LITIGATION

HAUSER 235

REBS -
u p 25, went
for the "party" too
- actual

Mark had some trouble with the 2 scale questions - and he was in the mindset of the first on the second. He recommends a totally different scale, like 0 to 15. Choice page also a tad difficult until he read it closely. Doesn't do soft packs.

4. Chuck

REDACTED

MR Lights. Used to smoke regulars, but trying to cut back. Lights have a lighter taste, don't take your breath away. T&N - lights have less. T&N v. HR - everyone lives long, and his father smoked 4:11 '92. But basically, T&N x HR. He likes lights better than regs.

5. Brian

REDACTED

(2pm but really at 1) MR Lights, started with MR regs. & menthols. Switched to lights for HR - still bad for him, ~~he~~ and fooling himself. Doesn't like smoking. Prefers taste of reg to lights, but all about the same. Smokes a pack/day. Started in his '20s. His girlfriend. T&N - it's not good for you. N = the drag, T = the shit that comes out. T&N x HR. Lights have lower T&N. Maybe they're all fooled, though.

Q: might tell people there'll be a number of screens they'll just read, no Qs...

Cigarette Smoker IDs
 Recruited for AMS
 By National Field + Focus.

Time	First	Last	Phone1	Phone2	Rec	Sex	Age	Educ	Brand
✓ \$50 11:30 AM	REDACTED				ka	f	21-34	SC	Newport Lights
✓ \$50 12:00 PM					df	m	35-49	CG	Marlboro Lights
✓ \$50 12:30 PM					ka	m	35-49	CG	Newport Lights
✓ \$50 1:00 PM					df	m	50+	SC	Marlboro Lights
✓ \$50 1:30 PM					ka	f	50+	CG	Marlboro Lights
✓ \$50 2:00 PM					df	m	35-49	CG	Marlboro Lights
✓ \$50 2:30 PM					ka	m	35-49	CG	Newport Lights

Session Date: Wednesday, May 18, 2005
 at Applied Marketing Science